

Circ.: m. 17,579

AUG 22 1958

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Date: AUG 22 1958

## THE 'ATLANTIC'

1st U.S. Tourist-Class  
Luxury Liner PopularBy MEL HEIMER  
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NEW YORK — Seven hundred thousand Americans will be comparatively footloose in Europe this summer, in the modern version of the fin de siècle "grand tour" — and it is interesting to note that the millionaires among them will be few and far between.

In fact, up-to-date statistics show that 18 per cent of today's visitors to Europe earn less than \$5,000 a year. The average tourist is young, stays in the Old World 52 days and spends \$16.45 a day — or just about what F. Scott Fitzgerald would have tipped a good waiter at the Ritz in the Twenties.

Armed with these figures, shipping magnate Arnold Bernstein has acted accordingly. He's just put into transatlantic service the S.S. Atlantic, which qualifies as America's first tourist-class luxury liner. The Atlantic, an 18,100-ton vessel, carries 900 passengers — and only 40 of them are first-class.

BERNSTEIN, one of the pioneers in low-cost travel to Europe — his Bernstein-Red Star Line was a money-maker in the depression-ridden Thirties — has built, in the Atlantic, a 564-foot turbine ship that can make 20 knots and will cross between

New York and Belgium and The Netherlands in seven days. The liner makes American Banner Lines the first steamship company in this country to enter North Atlantic passenger service in more than a quarter of a century.

Built in Pascagoula, Miss., at the Ingalls shipyards, the Atlantic is air-conditioned, decorated by Raymond Loewy and includes in its staterooms upper berths of the Pullman fold-away type, enabling the sleeping rooms to be changed into living rooms by day.

Bernstein hopes to carry to Belgium a considerable part of the World's Fair trade, since the Atlantic will berth in Zeebrugge, as well as Amsterdam. The new ship is the first of three which will ultimately be on year-round service.

Associated with Bernstein, as executive vice president of American Banner, is Vice-Admiral Roscoe H. Hillenkoetter (USN, Ret.), who was first director of the U.S. Central Intelligence agency and saw action as top officer on battleships at Pearl Harbor, Korea and other South Pacific areas.

It's a luxury ship for tourists — tourist-class tourists — all right. Each stateroom has a private bathroom with shower, toilet, washbasin and medicine cabinet. Wall-to-wall carpeting is a feature and there's a 600-foot promenade deck, glass-enclosed and heated when necessary.